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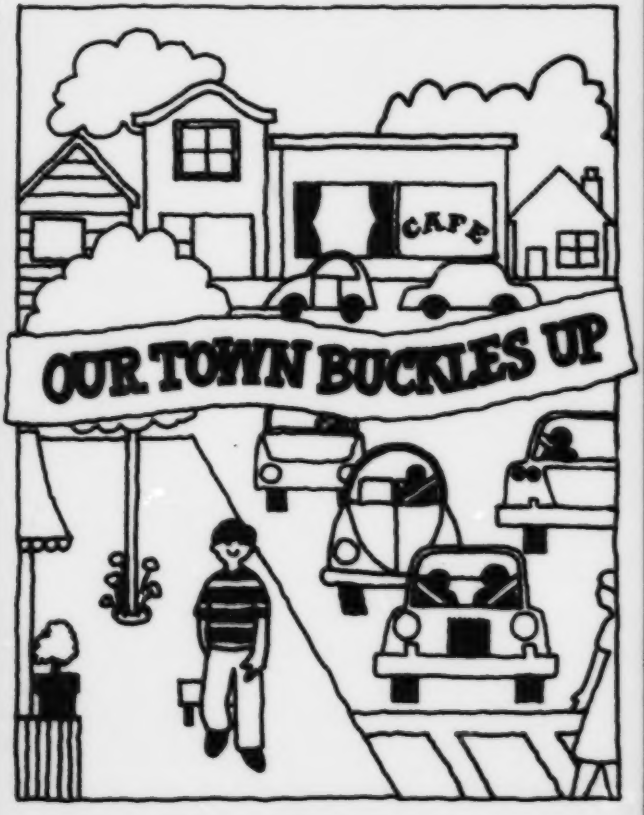
TRAFFIC SAFETY
LOCAL GOVERNMENT INVOLVEMENT
GUIDE



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In British Columbia, information and materials on traffic safety are available from the following sources:

Insurance Corporation of British Columbia,
Traffic Safety Education Department,
151 W. Esplanade,
North Vancouver, B.C.
V7M 3H9
(604) 661-6651

Ministry of Attorney General,
CounterAttack Program,
207 - 815 Hornby Street,
Vancouver, B.C.
V6Z 2E6
(604) 660-2605

Ministry of Transportation and Highways,
Motor Vehicle Department,
Administration and Safety Branch,
2631 Douglas Street,
Victoria, B.C.
V8T 5A3
(604) 387-3142

TRAFFIC SAFETY

LOCAL GOVERNMENT INVOLVEMENT

GUIDE

A directory of local government traffic safety projects and guidelines for implementation.

Prepared by:

Traffic Safety Education Department
Insurance Corporation of British Columbia
151 West Esplanade
North Vancouver, British Columbia
Canada, V7M 3H9

Phone: (604) 661-6651

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Contents

Introduction 4

Guidelines 7

Choosing a Project 7
Planning the Project 8

Sample Projects

General Projects

Traffic Safety Committee 12
Reporter in Patrol Car 13
Traffic Safety Task Force 14
Media Safety Tips 15
Public Forum on Traffic Safety 16
Shopping Cart Messages 17
Traffic Safety Signs 18
Conflict Maps 19
Hand-Outs 20
Municipal Council Traffic Safety Leadership Recognition 21
Daytime Headlight Use 22
Traffic Light Bells 23
Safety Place Mats 24

Occupant Restraint Projects

Occupant Restraint Campaign 25
Child Restraint Rental Program 26
Buckle-Up and Be Counted 27
Ticket Blitz 27
Buckle-Up Slogan Contest 29
Buckle-Up Messages 30
Inter-Community Buckle-Up Contest 31

Drinking/Driving Projects

Hotel/Taxi Program 32
Designated Driver Program 33
Alcohol Servers' Forum 34
Stop-Line Campaign 35
Good Host Award 36
High Risk Time Blitz 37
Dry Garden Tour 38
Best Non-Alcoholic Drink Competition 39
Impaired Driving Seminar 40

Young Drivers' Projects

Dry Grad Dance 41
Beginning Drivers' Safety Improvement Program 42
Youth Car Road-eo 43

Pedestrians Projects

Dangle Tags 44

Vehicle Safety Projects

Light Check Campaign 45

Motorcycle Safety Projects

Motorcycle Rider Conspicuity 46

Bicycle Safety Projects

Annual Bicycle Safety Course and Rodeo 47
Night Rider 48

Resources 49

Labour Resources Which May Be Available in Your Community 50
Working with the Media 54
Sources of Statistical Information and Research 57
Sources of Funding 58

Introduction

From the child at a crosswoak to the trucker on the job, traffic safety affects everyone. In each of our communities, and on the network of highways in between, increased attention to traffic safety can dramatically reduce the number of road-related deaths and injuries.

The Insurance Corporation of British Columbia is committed to support programs and efforts that will reduce the number and severity of traffic accidents. Increasing the level of road safety in British Columbia is too big a job for any single agency or group. The Corporation welcomes your involvement as a vital part of the province-wide effort that is necessary to save lives, injuries, and expense. By pooling ideas and efforts, this province can be made a much safer place in which to live. People in communities everywhere stand to gain by the success of your projects.

Traffic accidents take a huge toll every year. Annually, thousands of people are killed or injured in each region. Many more people, including families, friends, employers, and, in fact, whole communities are drastically affected by the tragedies surrounding accident victims. From a financial standpoint, insurance companies pay out millions of dollars a day in accident claims. This enormous cost in pain and suffering must be reduced.

Research has shown that over 90% of all traffic accidents are a result of human error. By changing traffic behaviours of people, a reduction in the severity and frequency of accidents can occur. One of the best ways to do this is through local community action. Local governments, citizen groups, the police, schools, the media, and the private sector are all in a position to address effectively specific local traffic behaviour issues.

The Guide

It is the intent of this guide to provide ideas on traffic safety projects, some tried and proven, others ripe with potential. Many communities have long been actively dealing with traffic problems through specific projects. By sharing some details of these projects, offering suggestions for new ones, and providing guidelines for their administration, it is hoped that this guide will be useful to community sponsors to influence the traffic behaviours of their citizens.

The Traffic Safety Education Department would like to thank all groups and individuals who responded to an input request. Some ideas were not within the scope of this guide, which is limited to projects for local government and community groups. Projects for the police, school, workplace, and health sectors can be found in other programs.

Traffic safety awareness is a fundamental necessity in improving the quality of life of our citizens. It is intended that this guide will be dynamic and grow as more ideas are presented. Project ideas are welcomed on an ongoing basis so that it will be possible to compile the collected suggestions and update the guide in the future. Please forward your suggestions in the format presented in this guide to the address following.

Should you require further information and detail on projects listed in this guide, please contact:

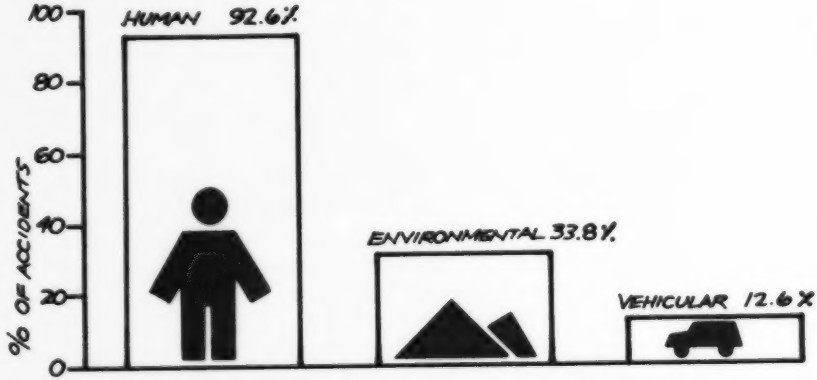
Traffic Safety Education Department
Insurance Corporation of British Columbia
151 West Esplanade
North Vancouver, B.C.
Canada, V7M 3H9

Phone: (604) 661-6651

This guide has been compiled by the Traffic Safety Education Department in cooperation with a Community Advisory Committee. The committee had representation from the following groups and organizations:

- British Columbia Automobile Association
- CKNW Radio
- Kelowna Safety Council
- Mothers Against Drunk Drivers
- Prince George Take the Car Out of Carnage Committee
- City of Prince Rupert Municipal Traffic Safety Committee
- Ridge Meadows Municipal Traffic Safety Task Force
- Rotary Club
- Royal Canadian Mounted Police
- Vancouver Island CounterAttack Committee
- Vernon CounterAttack Committee
- Village of Lake Cowichan
- Williams Lake Take the Car Out of Carnage Committee
- Young Drivers of Canada.

Causes of Traffic Accidents



This graph shows that human error is one of the accident-causing factors in over 90% of traffic accidents.

Guidelines

Choosing a Project

Before a community decides to proceed with a project, a great deal of planning for traffic safety should occur. Strategies should be designed to meet the immediate and long-term needs of the community. Since many groups and individuals within a community are concerned with traffic safety, planning would ensure that all efforts are coordinated. Municipal councils are quite often the ideal group to start a planning process.

Components of the planning process would be:

- Identification of local traffic safety issues
- Establishing priorities for the issues
- Making inventories of available resources:
  - human: groups, agencies, and individuals involved with traffic safety or who have the potential to be involved,
  - physical: equipment, facilities, and educational material,
  - financial: source of funding
- Making priority recommendations to develop a strategy to deal with the issues within the various physical, social, leadership, and financial constraints which exist.

Identifying Issues

As part of the planning process, issues must be identified. A host of issues are evident in the traffic safety field. Some are more universal, while others are of local interest only. Analyzing need at the local level by researching the frequency of certain accident types and causes will allow a group to focus on priorities and choose appropriate strategies. Some of the possible issues are listed below:

- Drinking/driving
- Lack of occupant restraint use
- Risks to young drivers
- Intersection accidents
- Speeding
- Risks to pedestrians
- Motorcycle accidents
- Bicycle accidents
- Driving without due care
- Responsibilities of those that serve alcohol (hosts, hotels, restaurants, cabarets).
- Media coverage of traffic safety issues.

This is by no means an exhaustive list, and, as mentioned, priority issues will vary from region to region.

Planning the Project

Knowing the issues which are most pertinent to a specific community allows a choice of project which addresses an important, local problem. Once a project has been identified as part of the community strategy, its planning and organization should take place. If a sponsor group for the project has not been involved from the outset, a suitable one should be organized. The sponsor group could be:

- A subcommittee of council (e.g. Traffic Safety Committee
- A service club
- Chamber of Commerce
- Local Safety Council
- CounterAttack/"Carnage" committees
- Church groups
- Any other community group/agency/individual.

The sponsor groups may choose to appoint a Project Committee with a chairman or coordinator to actually run the project. Not all projects are going

to be major initiatives that require comprehensive planning considerations. As always, the simpler something is kept, the more successful it is likely to be. However, careful project planning and organization will always ensure that projects will have a greater chance of success. Some or all of the following considerations may be applicable to your project's management.

The sponsor group should:

- Set project objectives that are measurable in terms of satisfying community traffic safety goals
- Appoint a project committee and give it detailed terms of reference or job descriptions
- Liaise with other community groups concerning the project
- Monitor, supervise, and provide assistance for the project
- Assist in securing project financing
- Do a final evaluation of project.

Responsibilities of the Project Committee:

- Define the project objectives
- Identify tasks and assign responsibilities
- Establish a timeline for critical project deadline and ensure deadlines are met
- Establish a project budget and accounting procedure and stay within budget
- Identify potential barriers for success and contingencies to deal with them
- Keep accurate minutes and records of procedures
- Liaise with sponsor group, other community traffic safety groups, municipal council, media, and insurance representatives
- Establish an evaluation process for the project.

Effect of the Project:

In order to determine if all of the effort has been worth it, and to provide information for future initiatives, a project must be assessed. This is why measurable objectives were established at the outset. What has changed in your community as a result of the project?

Not only must the project be analyzed for its effectiveness in reaching its objectives, but the process used must be examined as well. The successes and failures of the project delivery methods should be documented and analyzed to assist in future endeavours.

Considerations for an assessment procedure:

- Measurement in terms of stated project objectives
- Analysis of the process for use by future sponsor groups
- Establishment of a baseline before the project begins to record the changes as a result of the project
- Ensuring that the method of assessment is simply and easily administered
- Distribution of the results to groups involved, financial supporters, municipal council, the target group, and the media.

Sample Projects

Some of the following project ideas were selected from responses received from dedicated traffic safety interest groups all over the province. Others were generated from special Community Projects Advisory Committees. What follows is by no means an exhaustive list of community initiatives, but it is a sample of tried and proven projects and creative activities with potential. Some are simple and short-term in nature, while others are more complex and ongoing.

The projects are grouped according to their relationship to various issues within a community. Potential sponsors are also indicated. Many projects have been successfully tried before. Sponsors are acknowledged at the end of this section.

Project Idea: **Traffic Safety Committee**

Potential Sponsor: Municipal Council

Purpose:

- To increase traffic safety awareness in the community
- To sponsor or find sponsors for traffic safety projects
- To coordinate community traffic safety initiatives
- To act in an advisory capacity to municipal councils on all traffic matters.

Description:
Council would sponsor a traffic safety committee comprised of representatives from traffic related agencies such as the police, insurance agents, schools, medical profession, highways administration, coroner's office, industry, driver training schools, car and driver licencing authorities, M.A.D.D., citizen action groups, and others. The committee would promote safety among drivers, pedestrians, and cyclists and would work on safety projects with school and community groups. The committee would provide a coordinating role for community traffic safety projects and assist council in making decisions on traffic issues.

Resources Required:
- Police, school, community and council support
- Various material for projects adopted
- Administrative support
- Project sponsorship costs.

Estimated Cost:
Grant in aid to cover project sponsorship up to $5,000.00.

Outcomes of the project:
- The number of people participating in traffic safety work
- The number and quality of recommendations coming forward to council
- The number of projects coordinated by the committee
- The number of accidents before and after the committee was formed.

Project Idea: Reporter in Patrol Car

Potential Sponsor: Local media and police

Purpose:

- To increase media support of enforcement programs
- To increase the public's perceived risk of apprehension
- To raise the public's awareness of traffic issues.

Description
A reporter would ride in a police highway or traffic patrol car for a day two or three times a year. Traffic infractions, accidents, and issues would be reported.

Resources required:
- Media commitment
- Reporter
- Police commitment.

Estimated cost:
Media staff time.

Outcomes of the project:
- Public response (letters to editor)
- Number of media reports
- Action on issues raised.

Project Idea: **Traffic Safety Task Force**

Potential Sponsor: Municipal Councils
Traffic Safety Committee

Purpose:

- To provide an educational forum for traffic safety issues
- To identify local traffic safety issues through research
- To recommend strategies to address the issues
- To provide an opportunity for traffic safety groups, agencies, and individuals to coordinate their efforts.

Description:
A six-month to one-year project whose purpose is to review local traffic safety issues and to prepare a set of recommendations for local, provincial, and federal jurisdictions. The Task Force is comprised of representatives from various traffic safety-oriented groups in the community, such as: municipal council, police, insurance representatives, health/medical profession, driving schools, citizen action groups, schools, service clubs, and workplaces.

In addition to planning for traffic safety, the Task Force also provides an educational function by making the agencies involved and the public more aware of traffic issues.

Resources Required:
- Local accident causal statistics
- Research reports
- Administrative support (municipal clerical staff, photocopying, postage, and typing)
- Space for public meetings
- Media coverage and support
- Traffic Safety Education Department consultation and information.

Estimated Cost:
Approximately $500.00 plus administrative support.

Outcomes of the project:
- Follow-up to recommendations
- Level of public awareness of local traffic issues
- Willingness of people to work on traffic safety projects.

Project Idea: Media Safety Tips

Potential Sponsor: Service clubs, local media

Purpose:

- To increase public awareness of traffic safety and traffic hazards
- To reduce traffic accidents.

Description:
Form a committee including representatives from the police and fire departments, the public health unit, the Red Cross, drivers' training schools, and the Motor Vehicle Branch. Produce a series of traffic safety tips and information ads, based on research and committee input, for use in newspapers and on radio and television.

Resources required:
- Local media support
- Traffic safety agency cooperation
- Traffic safety information (insurance representatives, police, licencing authorities).

Estimated cost:
Minimal cost if sponsored by media or a public service.

Outcomes of the project:
- Feedback on talk shows and letters to the editor.

Project Idea: **Public Forum on Traffic Safety**

Potential Sponsor: Municipal Councils
Traffic Safety Committees

Purpose:

- To create an awareness in the public of traffic safety issues
- To solicit input from the public on how to resolve the issues
- To come up with traffic safety recommendations that various agencies in the community can address.

Description:
An open public forum with invitations going out from the mayor to community groups, the general public, and the media. Using local accident statistics, a panel of local traffic safety experts discusses the issues. Strategies for reducing traffic crashes would be discussed. A set of recommendations would be assembled. Resources and projects could also be identified.

Outcome hopefully would assist council in dealing with specific traffic engineering, educational, and enforcement issues. Groups working in traffic safety would be put in touch with one another, and the general public would become more aware of the community impact of traffic accidents.

Resources required:
- Local accident research (statistics/issues)
- Meeting area
- Panel (police, insurance representative, coroner, prosecutor, doctor, accident victim, drinking establishment manager, student, citizen action group representative
- Films, displays, traffic safety brochures
- Audiovisual equipment.

Estimated cost:
$150.00 (coffee, publicity, room rental).

Outcomes of the project:
- The number attending will provide some indication as to the success of the forum
- Success can also be measured by the number of practical and relevant recommendations made.

Project Idea: Shopping Cart Messages

Potential Sponsor: Service clubs, food chains, supermarkets

Purpose:

To make the public more aware of traffic safety.

Description:
A community group would approach a major food store to attach traffic safety messages to shopping carts ("Buckle Up," "Friends don't let friends drink and drive," etc.). The store may want to co-sponsor the cost of printing the messages. These messages will be exposed to a large number of people constantly and could be changed to support various campaigns.

Resources required:
- Signs
- Slogan writers
- Labour to install messages
- Pamphlets and other materials.

Estimated cost:
Approximately $10.00 per cart.

Outcomes of the project:
- Survey patrons to gather their reactions to the messages.

Project Idea: **Traffic Safety Signs**

Potential Sponsors: Municipal Council
Service Club

Purpose:

- To create traffic safety awareness among local residents
- To reduce the frequency of accidents within the city
- To identify the community as a "safe driving zone" to visitors
- To instill community pride.

Description:
Signs can be erected at the entrance to and throughout the city. The following are sign themes that could be adopted:

- Number of fatality free days sign with a safety message
- Drinking/driving campaign support signs
- "Buckle Up" message signs.

The signs would be a constant reminder to local residents and visitors that this community cares about its citizens. As a council supported activity with a mayor's proclamation the project would have the necessary profile to establish a sense of civic pride.

Resources required:

- Local acccident statistics from police
- City or highway department approval to erect signs
- Sign materials
- Manpower to paint, erect and up-date signs
- Media support.

Estimated cost:
Approximately $125.00 per painted sign.

Outcomes of the project:
- Reaction to signs by residents, visitors, and the media
- Pre- and post-attitude/awareness survey.

Project Idea: **Conflict Maps**

Potential Sponsor: Media

Purpose:

- To make the public aware of potentially dangerous areas.

Description
By researching locations of frequent accidents, information can be provided to the public on these conflict areas. A map published in the newspaper could provide:
  - sites of frequent accidents (intersections, rural highways)
  - nature of the accidents (i.e., intersection, pedestrian, bicycle)
  - safety tips on dealing with specific accident sites.

A regular up-date should be made on the map to alert people to changing conditions and to keep the awareness high.

Resources required:
- Police and insurance representatives help for accident locations
- Newspaper support.

Estimated cost:
Free if provided as a public service feature.

Outcomes of the project:
- Compare the number of accidents at "trouble spots" before and after publishing.

Project Idea: **Hand-Outs**

Potential Sponsor: Community agencies

Purpose:

- To inform the public about traffic safety issues
- To generate support for sponsoring agencies' activities.

Description:
Distribute traffic safety brochures and leaflets at community activities such as fairs, special events, or in shopping malls. This type of promotional activity is also effective in support of major traffic safety campaigns such as Counter-Attack. Organizations can also solicit support at this time for their activities.

Resources required:
- Brochures and pamphlets from insurance representatives, local licencing authorities, federal transportation organizations
- Volunteers to distribute brochures
- Space and booth.

Estimated cost:
No cost, if space donated.

Outcomes of the project:
- Responses from public to people passing out materials
- Support given to agencies afterward (donations, volunteers).

Project Idea: **Municipal Council Traffic Safety Leadership Recognition**

Potential Sponsor: Municipal Councils

Purpose:

- To recognize the efforts of volunteers in traffic safety
- To encourage traffic safety initiatives
- To generate public awareness of traffic safety.

Description:
A municipal council can encourage active traffic safety involvement by rewarding effective leaders. This would probably best be handled at a banquet where accomplishments are recognized and appreciation is shown for volunteer efforts. Individuals and groups can be honoured. This very simple acknowledgement of valuable community work will encourage future traffic safety efforts to continue.

Resources required:
- Banquet hall
- Banquet
- Plaques, pins, or other simple presentations.

Estimated cost:
$12.00 per person.

Outcomes of the project:
- Continued projects by community groups
- Attendance at banquet
- Reactions by participants, recipients, and media.

Project Idea: **Daytime Headlight Use**

Potential Sponsor: Safety councils, service clubs

Purpose:

- To encourage motorists to use headlights at all times
- To reduce the number of traffic accidents by having vehicles more conspicuous.

Description:
Sponsor would work through all local organizations, companies, and the media to distribute information encouraging daytime headlight use. Employers would be asked to adopt a policy for daytime headlight use for all fleet vehicles. A public information campaign could be staged using the media, promotional material, and talks to community groups.

Resources required:
- Service groups to promote program
- Company and business support (fleet vehicles)
- Bumper stickers and promotional material
- Media promotion.

Estimated cost:
Approximately $350.00 for cost of materials.

Outcomes of the project:
- Amount of demand and use of materials
- Amount of daytime headlight use (periodic surveys at busy intersections).

Project Idea: **Traffic Light Bells**

Potential Sponsor: Community agencies

Purpose:

- To increase pedestrian safety for the blind.

Description:
Encourage municipal traffic engineers to install a sound device that indicates when it is safe to cross at a crosswalk.

Resources required:
- Municipal traffic engineers' agreement and assistance
- Support from associations for the blind
- Sound device
- Reference materials.

Estimated cost:
$100.00 per light.

Outcomes of the project:
- Response from the blind.

Project Idea: **Safety Place Mats**

Potential Sponsor: Community agencies, local Restaurant Association

Purpose:

To stress traffic safety and occupant restraint use among young children.

Description:
Print traffic safety questions, puzzles, or traffic safety pictures to be coloured on paper place mats. Distribute them to restaurants, especially during the summer and holiday season.

Resources required:
- Restaurant Association support
- Insurance traffic safety information
- Place mats.

Estimated cost:
Depends on number printed.

Outcomes of the project:
- Restaurant and patron demand for place mats
- Patrons' reactions (informal survey by servers).

Project Idea: **Occupant Restraint Campaign**

Potential Sponsor: Media

Purpose:

- To increase occupant restraint wearing rate to 80% and maintain it
- To raise awareness of the occupant restraint issue
- To develop a coordinated community approach to tackle one specific issue.

Description:
As a year-long project, a radio station works with the whole community on projects to achieve and maintain the occupant restraint wearing rate of 80%. All segments of the community are involved, including city council, the police, the schools, health agencies, the workplace, and community groups. Coordinated by a community committee, different projects are run by the various segments in support of the 80% goal. The radio station supplies generous air time to provide information and support for the various projects. Use police statistics for wearing rate before project starts to establish baseline. Use police statistics part way through and at end of project to determine progress and increase in wearing rate.

Resources required:
- Media commitment
- Police and community support
- Various resources for projects chosen (e.g., decals, materials)
- Surveys
- Administrative support.

Estimated cost:
- Air time varies

- Variable for projects chosen (approximately $1,000 provided by sponsor groups)
- Survey costs.

Outcomes of the project:
- Seat belt wearing rate in the region will increase.

Project Idea: **Child Restraint Rental Program**

Potential Sponsor: Community agencies, health agencies

Purpose:

- To increase the use of child restraints in cars
- To reduce death and injury among children in car accidents.

Description:
Form a committee of about 10 members. Purchase child restraints for babies up to 9 kg. Promote the proper use of restraints. Rent the restraints to parents of new babies for a 6-month period.

Resources required:
- Financing
- Health units and hospitals for distribution
- Volunteers for administering program
- Promotional materials
- Infant restraint loaner program manuals.

Estimated cost:
Varies with number of car seats purchased, about $50 per seat.

Outcomes of the project:
- Monitor number of infant restraints rented (demand).

Project Idea: **Buckle-Up and Be Counted**

Potential Sponsor: City councils, service organizations, community agencies

Purpose:

- To improve the occupant restraint wearing rate of participants and the general public
- To increase the awareness of the occupant restraint issues
- To improve community spirit through friendly challenges.

Description:
At the beginning of each meeting, members who wore their seat belts would remain seated. Users of seat belts could also wear special buttons. Peer pressure would work towards having 100% compliance. Challenges can be issued to any organization to try the same project. Percentage wearing rate records could be used to encourage friendly inter-committee competition. Organizations should be encouraged to show a strong occupant restraint film to motivate non-wearers.

Resources required:
- Time allotted at each meeting
- Use of audiovisuals.

Estimated cost:
No cost.

Outcomes of the project:
- Increased wearing rate recorded
- Response to challenges
- Media attention monitored.

Project Idea: **Ticket Blitz**

Potential Sponsor: Community agencies

Purpose:
- To improve the seat belt wearing rate of a community
- To reward good behaviour as well as enforcing the law
- To reduce the severity of traffic accidents.

Description:
A community volunteer group co-sponsors an occupant restraint program with the police. The police do stepped-up enforcement of seat belt laws at roadblocks. All drivers get ticketted. Those who are not wearing restraints get a violation ticket. Those who are wearing restraints get a ticket on a raffle. The community groups will solicit prizes from merchants in the municipality. This program has proved to be a very positive way to make changes in occupant restraint wearing behaviour at the community level. Police wearing rate statistics are kept from the beginning of the program to the end, about 2-3 weeks later. Police enforcement blitzes, combined with media coverage, after the project, would help to maintain the wearing rate.

Resources required:
- Donated prizes (Christmas turkeys, merchandise prizes, etc.)
- Manpower to assist police in doing surveys and handing out raffle tickets
- Police-initiated roadblock
- Media coverage
- Posters.

Estimated cost:
Manpower and $100 for program expenses.

Outcomes of the project:
- Seat belt wearing rate at the end of the project should be higher than at the beginning
- Seat belt wearing should also be monitored after 6 months to see if people are maintaining the wearing rate achieved during the blitz.

Project Idea: **Buckle-Up Slogan Contest**
(Radio Station)

Potential Sponsor: Media

Purpose:

To increase the occupant restraint wearing habits of young drivers and passengers.

Description:
Many radio stations have a younger listening audience. Disc jockeys are generally admired by young listeners. By promoting a slogan contest, and reinforcing the behaviour themselves, disc jockeys can have a positive impact on young drivers and passengers. Prizes would be awarded for the best buckle-up messages. The winning messages would then be broadcast during the duration of the project. Students could be used to perform seat belt surveys at high schools, monitoring attitudes and changes in wearing rates of drivers and passengers.

Resources required:
- Radio station for air time
- Committed D.J.'s
- Prizes.

Estimated cost:
Value of prizes, perhaps $200.

Outcomes of the project:
- Seat belt wearing rate at high schools would increase.

Project Idea: **Buckle-Up Messages**

Potential Sponsor: Recreation departments

Purpose:

- To increase awareness of occupant restraint issues
- To improve wearing rates of course participants
- To ensure safe transportation practices for minor sports organizations.

Description:
Instructors, coaches, and volunteer executive would be trained to promote use of seat belts in classes and leagues. Buckle-up messages would be included in recreation brochures. Policies for encouragement of safe transportation practices by minor sports teams would be adopted and enforced.

Resources required:
- Films, brochures
- Printing allotment for recreation brochures
- Promotional material.

Estimated cost:
- Minimal cost of extra printing space (up to $200)
- Staff time for training.

Outcomes of the project:
- Measure buckle-up rate of teams and classes before and after program runs.

Project Idea: **Inter-Community Buckle-Up Contest**

Potential Sponsor: City councils, Chambers of Commerce, service organizations

Purpose:

- To increase awareness of the occupant restraint issue
- To improve the wearing rates of community members
- To reduce the severity of accidents
- To instill a feeling of community pride.

Description:
A mayor issues an occupant restraint wearing challenge to a neighbouring community. The contest would occur over a six-month period during the school term. Police statistics would be examined on a monthly basis to document ongoing progress. Communities would develop strategies for improving and maintaining wearing rates. Eighty percent would be a target wearing rate.

Resources required:
- Suitable prizes for winning community
- Media coverage
- Police cooperation
- Community organization promotion
- Administrative support.

Estimated cost:
Variable - up to $500.

Outcomes of the project:
- Wearing rates should increase by the end of the project
- Decreased severity of accidents
- Amount of support generated from the media, police, schools, and community.

Project Idea: **Hotel/Taxi Program**

Potential Sponsor: Hotel Association, Taxi Association

Purpose:

- To encourage bar patrons to stop driving after drinking.
- To encourage bar patrons to keep their friends from driving after drinking.
- To reduce the number of alcohol-related accidents.

Description:
Solicit the cooperation of all licenced bars and lounges in the community. Place a Taxi Donation Bank in each. Encourage patrons to donate to the bank, providing taxi fares for patrons who cannot drive home safely. Encourage staff to keep vehicle keys overnight. Promote the program with posters and tent-cards in bars, and bumper stickers on taxis. Advertise the program in the media.

Resources required:
- Support and participation of police, bartenders, managers of bars and lounges, and taxi companies
- Media support
- Materials from hotel associations.

Estimated cost:
$150 per licenced premise.

Outcomes of the project:
- Number of patrons using the taxi program
- Number of driving while impaired charges laid by the police before and after the program.
- Informal drinking driving attitude survey before and after the program.

Project Idea: **Designated Driver Program**

Potential Sponsor: Media, service clubs, hotels and restaurants

Purpose:

- To increase awareness of the drinking/driving issue
- To decrease the number of drinking drivers
- To raise awareness about the responsibility of passengers of drinking drivers.

Description:
The project could start with an open-line show on drinking and driving. Representatives of the police, municipal council, and insurance companies can give background. The project could have buttons promoting the designated driver program. Community support is also given by the private sector, clubs, and elected officials as the program runs throughout the year, focusing on periods when alcohol involvement in accidents is highest.

Resources required:
- Hotel, restaurant commitment
- Statistical data
- Police support
- Buttons, promotional material
- Staff time.

Estimated cost:
- Broadcast time
- $500 promotional material.

Outcomes of the project:
- Listener response
- Drinking establishment monitoring
- Attitude surveys at participating establishments before and after campaign.

Project Idea: **Alcohol Servers' Forum**

Potential Sponsor: City councils, Chambers of Commerce, Hotel or Restaurant Association

Purpose:

- To attack the drinking/driving problem
- To discuss the responsibilities of those serving alcohol
- To develop strategies to get people home safely without hurting business.

Description:
This is a meeting for club, lounge, and restaurant owners or beer garden sponsors to discuss the drinking and driving issue as it affects the well-being of a community. Having a mayor or council sponsor the meeting would give it some profile. Topics for discussion could be: legal implications for alcohol-serving establishments, ideas for establishments to get patrons home safely, and training for staff.

It is hoped that such a program will be able to clarify responsibilities around the serving of alcohol, clarify the issue of the impaired driver, and come up with positive strategies that will benefit citizens.

Resources required:
- Meeting area
- Resource personnel (police, lawyer, representatives from some other successful programs)
- Drinking and driving statistics (police)
- Council sponsorship (mayor)
- Administrative support: mailing, photocopying, typing
- Material from hotel associations and the restaurant and foodservices associations.

Estimated cost:
Coffee expenses, some mailing costs.

Outcomes of the project:
- Number of participants who become committed to strategies
- Following up with representatives to see if they have changed their alcohol serving practices
- Following up with representatives to obtain a subjective evaluation of whether or not patrons are responding to any of their initiatives.

Project Idea: Stop-Line Campaign

Potential Sponsor: Media

Purpose:

- To reduce alcohol-related accidents
- To increase awareness of the drinking/driving issue
- To increase the perceived risk of apprehension
- To reduce the number of drinking drivers.

Description:
Media sponsor a direct phone line to the traffic police. The line is heavily promoted by the media through editorials, open line shows, or articles. People are encouraged to call when they observe a driver whom they suspect is impaired.

Resources required:
- Police approval and support are essential
- Media publicity of program and phone number
- Telephone line into police station
- Drinking driving material.

Estimated cost:
- $30 initial set-up plus $10 per month
- Cost of publicity (donated by sponsor).

Outcomes of the project:
Number of calls made.

Project Idea: **Good Host Award**

Potential Sponsor: Media, community groups or agencies

Purpose:

- To reward hosts who have made a special effort in getting their visitors home safely
- To provide information on hosting alternatives.

Description

A service club or media outlet could sponsor a program that would educate and reward hosts. The educational component of the project would include disseminating information on hosting considerations (planning, serving alcohol and alternatives, and getting guests home safely). Each quarter, hosts would be nominated by the community for the "Good Host" award. It would be awarded to an organization, or company that has sponsored a social function and has displayed creativity and good taste in organizing refreshments and transportation for the event. The prime factor would be to get people home safely (especially where alcohol might be served). The award could be a plaque or some other prize. A description of the event would be publicized to present a model for hosting functions.

Resources required:

- Prizes (plaques, gift certificates, etc.)
- Brochures, posters, news releases on "good hosting"
- Publicity for the award
- Manpower to develop resource material, to collect and adjudicate nominations, to present awards, to follow up with media.

Estimated cost:

Approximately $1,000 (less if prizes donated).

Outcomes of the project:
Monitor the change in hosting behaviour for major organizations.

Project Idea: High Risk Time Blitz

Potential Sponsor: Media

Purpose:

To decrease the number of drinking drivers during the highest risk months (April - September).

Description:
Remind the public of the hazards of impaired driving through radio and TV public service announcements, talks to community groups, and coasters in bars and lounges.

Resources required:
- Media support to display or broadcast ads
- Hotel and lounge managers' support to use coasters
- Speakers to talk to community groups and service clubs
- Coasters with drinking and driving messages .

Estimated cost:
$750 for ad production and coasters (less if media sponsored).

Outcomes of the project:
- Number of drinking establishments using coasters
- Attitude survey at drinking establishments.

Project Idea: **Dry Garden Tour**

Potential Sponsor: Tour companies, service clubs

Purpose:

- To create awareness about the drinking/driving issue
- To provide an alternative to serving alcohol
- To show that a good time can be had without alcohol.

Description
A tour of heritage buildings or beautiful gardens would be complemented by the serving of a variety of non-alcoholic beverages at each stop in the tour. In addition to taking part in a pleasant activity, participants would also taste a number of creative non-alcoholic beverages and be aware of responsible driving between stops. This activity could be taken one step further by holding a "Dry Garden" rather than a "Beer Garden" associated with community events. This is a positive alternative model to the traditional alcohol consumption socialization process.

Resources required:
- Transporation (bus or cars)
- Heritage buildings or gardens
- Variety of non-alcoholic beverages.

Estimated cost:
$200 for beverages and transportation (can be off-set by registration fees).

Outcomes of the project:
Response from participants about non-alcoholic beverages.

Project Idea: **Best Non-Alcoholic Drink Competition**

Potential Sponsor: Local Bartenders' Association, local Hotel or Restaurant Association

Purpose:

- To encourage an acceptance of non-alcoholic beverages
- To develop a market for non-alcoholic alternatives
- To try to get drinking establishments to provide more alternatives

Description:
By stimulating the development of the non-alcoholic drink market (which also provides excellent financial returns), drinking establishments can provide an alternative to the alcohol drinking/socializing process. The contest would be open to all bartenders. The winner would receive a prize while the recipes would be compiled for distribution to all drinking establishments in the area.

Resources required:
- Contest location
- Judges
- Concoction ingredients, prizes
- Manpower to compile recipes.

Estimated cost:
$200 to compile the recipe book (which could be sold), prize (could be donated).

Outcomes of the project:
Monitor the change in the number of drinking establishments promoting the sale of non-alcoholic drink alternatives before and after the contest.

Project Idea: **Impaired Driving Seminar**

Potential Sponsor: Driving schools, community organizations

Purpose:

- To demonstrate what happens to an impaired driver, from arrest to conviction
- To make the public aware that impaired driving is a serious crime
- To increase the perceived risk of apprehension for drinking drivers.

Description:
Plan and present a two-hour evening seminar for the general public. Feature a "mock court" presentation showing what happens to an impaired driver after an arrest is made. Use local people as "actors": a judge, a lawyer, and a police officer, for example. Invite a local radio or TV station to record the presentation for local programming. Also feature a demonstration of the breathalyser and the effect of impairment on coordination.

Resources required:
- Police support, breathalyser
- Judge
- Lawyer
- Media participation and coverage.

Estimated cost:
Minimal.

Outcomes of the project:
- Number of people attending the seminar
- Evaluation questionnaire at seminar
- Amount of media coverage.

Project Idea: **Dry Grad Dance**

Potential Sponsor: Service clubs or community organizations in conjunction with grads

Purpose:

- To reduce the number of drinking drivers at graduation time
- To eliminate the number of alcohol-related accidents at grad time
- To provide an alternative to alcohol at celebrations involving minors.

Description:
Co-sponsor (with grads) a free "dry" dance after graduation ceremonies. Offer prizes during the dance. Provide non-alcoholic beverages and snacks. Follow the dance with a breakfast. The activity would have to have the endorsement and support of the graduating class.

Resources required:
- Prizes, food, and refreshments, provided by local businesses
- Service clubs to prepare breakfast
- "Name" band as an attraction
- Volunteers to supervise activities.

Estimated cost:
$2,500 for "name" band, halls, and refreshments (could also be donated).

Outcomes of the project:
- Percentage of graduates attending
- Students' response to the dance
- Level of community and parental support.

Project Idea: **Beginning Drivers' Safety Improvement Program**

Potential Sponsor: Community agencies

Purpose:

- To improve the driving habits and skills of young and future drivers
- To increase awareness of traffic safety issues
- To clarify legal issues concerning drivers.

Description:
Set up a program for young drivers. Include talks on safe driving habits by the police, licencing authorities, probation services, driver trainers, and others. Urge young and future drivers and their parents to attend the program.

Resources required:
- Support from police, licencing authorities, probation services, and service clubs
- Meeting room
- Course materials
- Audiovisual equipment.

Estimated cost:
Mostly volunteer(approximately $200 per course).

Outcomes of the project:
Follow-up check of the driving records of participants.

Project Idea: **Youth Car Road-eo**

Potential Sponsor: Community agencies

Purpose:

To encourage good driving skills and knowledge among young drivers.

Description:
Hold a free-entry car rodeo for drivers, aged 16 to 18. Set up a written test as well as a skill-testing course. Score all contestants. Award the top three with prize money and trophies.

Resources required:
- Prizes from businesses, car dealers, driving schools
- Written exam
- Area to set up course (parking lot)
- Media support and promotion.

Estimated cost:
$800 (less if prizes are donated).

Outcomes of the project:
- Number of contestants
- Response from contestants.

Project Idea: **Dangle Tags**

Potential Sponsor: Service clubs

Purpose:

To make children more visible to motorists at all times, in all weather.

Description:
Distribute reflective tags to elementary school children. Encourage children to wear the tags on their clothing when walking. The tags could also be attached to bicycles and motorcycles.

Resources required:
- School and police support
- Reflective dangle tags
- Media coverage.

Estimated cost:
Varies with number of children involved (about .75¢ per tag).

Outcomes of the project:
- Number of tags distributed
- Monitor number of child pedestrian accidents before and after the program.

Project Idea: **Light Check Campaign**

Potential Sponsor: Automotive retailers, garages

Purpose:

- To reduce the number of defective vehicle lights
- To reduce the number of accidents caused by defective lights.

Description:
To coordinate the program, form a committee of approximately 5 members. Encourage service station managers to conduct a light check on all vehicles stopping at their stations. The check should cover headlights, tail lights, signal lights, and brake lights. Supply posters to participating stations. The posters should stress the need for properly functioning lights. Participating stations would be acknowledged by the media.

Resources required:
- Service station/garage managers' commitment
- Local media promotion.

Estimated cost:
$200 for posters.

Outcomes of the project:
Number of defective lights noted before and after campaign.

Project Idea: **Motorcycle Rider Conspicuity**

Potential Sponsor: Motorcycle clubs, service clubs, community agencies, safety councils

Purpose:

- To make motorcycle drivers more visible at all times
- To reduce the number of motorcycle accidents
- To make motorcycle operators aware of safe clothing.

Description:
Provide motorcycle operators with reflective material for their clothing (or reflective vests) to make them more visible .

Resources required:
- Reflective material, stickers, or vests
- Promotional material.

Estimated cost:
Approximately $3 - $5 per driver.

Outcomes of the project:
- Response from drivers
- Comparison of motorcycle accident statistics before and after the project.

Project Idea: **Annual Bicycle Safety Course and Rodeo**

Potential Sponsor: Private retailers, cycling clubs or associations

Purpose:

- To give a high profile to safe bicycle riding behaviour.

Description:
In conjunction with a school traffic safety committee, organize a bicycle safety course for school children. Emphasize the rules of the road. Follow the course with a bicycle rodeo that tests entrants on the knowledge acquired in the course. Get businesses to donate prizes.

Resources required:
- Support of traffic police
- Volunteer teachers
- Businesses to donate prizes
- Media promotion.

Estimated cost:
Varies with the number of participants (approximately $200).

Outcomes of the project:
- Number of entrants
- Media attention to rodeo results.

Project Idea: **Night Rider**

Potential Sponsor: Retailers, cycling retail outlets and clubs, media

Purpose:

- To increase the safety of cyclists at night
- To increase the conspicuity of cyclists.

Description:
Emphasize the use of front and rear lights and reflective clothing at night. Produce posters and brochures giving information directed at cyclists.

Resources required:
- Community agencies
- Cycling clubs and retail outlets to promote program
- Brochures and promotional material
- Media coverage.

Estimated cost:
Approximately $300.

Outcomes of the project:
Number of nighttime cyclists using lights before and after the campaign.

Resources

When the topic of resources is mentioned, it is very easy to focus on money. However, there are many other avenues open to accomplish community traffic safety goals. Some projects obviously will require some financial resources, but there are many potentially successful projects that will require little or no money to operate. By using community resource personnel, donated material and services, labour grants, and fund-raising activities, many communities have been able to sponsor comprehensive traffic safety programs without enormous budgets.

This section is broken down into the following areas of resource consideration:

- **Labour Resources Which May Be Available in Your Community** 50
- **Working with the Media** 54
- **Sources of Statistical Information and Research** 57
- **Sources of Funding** 58

Labour Resources Which May Be Available in Your Community

This is an alphabetical list of resource people, many of whom may be available in your community to help with your traffic safety activities. Different people have different skills, time, and energy to offer so suggestions for the ways in which a particular person or group of people may be helpful have also been included.

Alcohol & Drug Program - Staff and volunteers involved with alcohol and drug programs, whether educational or rehabilitational, are excellent resources for information.

Bartenders - A bartender might be an interesting addition to a panel presentation on alcohol and drinking and driving. These people can tell you whether or not there is underage drinking going on in your community drinking establishments, whether people leave the bar intoxicated, whether or not people ever call taxis from the bar to get home.

British Columbia Automobile Association - This agency has several fine safety programs including the highly effective School Patrol Program with which they have had years of experience. Don't hesitate to call on local offices for information and help.

District Resource Centres - Most school districts have a resource centre (if not, check at the school board office) which supplies audiovisuals and materials to schools.

Doctors - Medical doctors are experts in many different areas: how alcohol affects the body, the experience of emergency room duty, the pain involved in the death or serious injury of people in car crashes, the risks involved in drinking and driving.

Driver Training Schools - Most driving schools consider safety a crucial part of the driver training program, so the instructors are useful resource people for tips on defensive driving, rules of the road, and driving courtesy.

You may be able to arrange to borrow films or slide shows from a driving school as well.

Driver Examiners, Motor Vehicle Department - These people have a great deal of experience with young drivers. They are often active in community traffic safety groups.

Funeral Parlours - People who work in a funeral parlour deal with death and the grief which death causes people. It may be very helpful to have someone from a local funeral home talk about the grief aspect of accidents and possibly lead a discussion on the issue of death.

Government Offices/Courts - You can visit a court when someone is being tried for drinking and driving. This experience is usually enlightening for the first-time viewer and can be shared with others.

Hospitals - Emergency room personnel are good resource people to talk about the frequency of automobile accidents in your area; they can tell you the types of injuries that occur.

I.C.B.C. - I.C.B.C. has a Traffic Safety Education Department which has pamphlets and films you can use. A Manager for Community Services for your region would be happy to discuss your projects with you. I.C.B.C. Claims Managers can speak about the effect that drinking and driving or not wearing your seat belt can have on an insurance claim.

Industries - Managers of local industries, as employers, may be interested in traffic operations. You may be able to get funding for local safety projects from industry, or you may be able to use materials which are scrap or which the firm might be willing to sell you at cost. Many companies employ first-aid attendants, especially if employees must drive while on the job. These people may have insight and strategies on how to deal with traffic.

Lawyers - Lawyers have expert knowledge about present and past laws relating to drinking and driving. They can outline the steps taken when

someone enters the court system on a traffic-related charge.

Media - The media can be a powerful tool in your traffic safety activities because newspapers, radio, and television reach most of your citizens. You may be able to obtain free advertising on the radio in public service time or get the newspaper to convince advertisers to sponsor traffic safety messages. A cable station might be interested in filming a traffic safety event.

Pharmacists - Pharmacists are experts on drugs and drug interactions. A pharmacist could be an interesting speaker on how alcohol affects the body, what BAC means and what affects it, the consequences of taking drugs and drinking alcohol, and other chemical-related questions.

Police - The police are usually available and willing to speak about a variety of traffic safety issues, such as seat belt wearing rates, the social and legal consequences of drinking and driving, and pedestrian safety.

Public Health Staff - Medical Health Officers for your district can be strong advocates for your work. Public Health Nurses are often responsible for conducting community prenatal programs and early childhood health check-ups; they are a valuable resource on the use of infant and child car restraint systems. A car seat loaner program may exist through the public health unit in your area. Health units usually have information displays where traffic safety literature can be included.

Search & Rescue, Coast Guard - Either of these two groups can offer speakers on emergency situations.

Secondary Schools - The CounterAttack kit with lesson plans dealing with drinking and driving was distributed to secondary schools. Youth Leadership Conference delegates and other concerned students may have a traffic safety club in the school. They can be a superb resource when help is needed for mailing, distributing literature, or when surveys

are undertaken. Secondary schools often offer good facilities for presentations and have audiovisual equipment for showing films, slides, and videotapes.

Service Clubs - Service clubs may be willing to help fund your traffic safety group. They may also undertake projects themselves such as infant restraint loaner programs.

Taxis - A local taxi company may be able to co-sponsor a special taxi service or be willing to carry pamphlets or information in their cars.

Towing and Salvage - People who work with towing and salvage companies work both at the scene of the accident and after, towing away the crashed cars and deciding which parts might be salvageable. These people, therefore, may be able to supply you with firsthand information on crashes in your community. They also may be able to supply you with a crashed car for display or special activity.

Working with the Media

Tips for Successful Communication

Know your audience:

- Consider the values and past experiences of your audience.
- Prepare simpler messages for radio and TV audiences than for readers of printed material.
- If the audience most respects the opinion of the majority, use that to try to change attitudes. Draw on the opinion of an expert when appropriate.
- Relate parts of your message to the audience's past. Opinions, attitudes and beliefs are formed early in life.
- Use local volunteers and resource people when you can. People with similar backgrounds are more likely to influence each other.

Present the facts:

- Communicate facts simply and directly.
- Use facts to give information, especially if the audience has little prior knowledge of the topic.
- Use repetition (with some variety) to increase the success of persuasion.
- State conclusions, don't just imply them.
- Go from the familiar to the non-familiar.
- Make your information entertaining and relevant.

Appeal to the emotions:

- Use emotional appeals if you want to change opinions and attitudes.
- Use fear only when you also recommend specific actions to avoid the frightening situation described. However, in the long run, fear and negative images are not as successful as positive messages.

Evaluate:

- Wait before evaluating any behaviour change that might follow some form of communication. Most projects have some initial impact; however, long-term effects are what you are aiming at.

Tips for Using the Newspaper

- Paid display ads: you may be able to get a local industry, garage, or autobody shop to pay for a traffic safety ad if the business name is prominent in the ad.
- Letters to the editors: these are well read and you can use them to make your point.
- Encourage the paper to run feature stories. These involve human interest stories that can be run anytime. You'll need an experienced writer to contribute to the committee's work (another community volunteer), or an interested reporter to do the story. Example: 37 year old father of five paralyzed, (what does that means to him, his family?).
- Event coverage: make sure the paper has advance warning of your event. The key to newsworthiness is the unusual. Reporters need facts about events. Try to offer the facts at least a week in advance.

Avenues of Communication

- newspapers
- television
- radio
- newsletters
- brochures
- audiovisual presentations
- billboards
- bus cards
- posters
- exhibits
- speakers' bureau
- lapel buttons
- pens
- bumper stickers
- book marks
- hand stamps
- t-shirts
- games
- stationery
- street banners
- logos on cups, shopping bags

Note: Approach the local community (businesses, service clubs, associations, interested persons) to act as sponsors. Give credit to all sponsoring agencies.

Outlets for your Information

- Mail to those requesting information (keep a mailing list)
- Distribute through doctors' offices, public health units, libraries
- Mail to industries, businesses (all major employers)
- Distribute to service clubs and organizations
- Keep mall areas and display racks up to date
- Stuff in utility bills, department store bills, newspaper flyers, etc.
- Distribute to teachers and other educators
- Distribute to students for parents.

Sources of Statistical Information and Research

In developing your community's traffic safety strategy or project, statistical information and facts on traffic accidents or behaviours will be important. The following chart outlines some sources, addresses, and the nature of the information to be obtained:

Source	Nature of Information
Local Police Force	Information on local accident types, causes locations, times, and any major issues.
Local Insurance Representatives	General information on number of accidents, number of claims. NO INDIVIDUAL ACCIDENT INFORMATION IS AVAILABLE.
National Highway Administrations and Insurance Organizations	Information on regional traffic safety issues.

Sources of Funding

Labour Grants

Both the Provincial and Federal governments sponsor various employment programs at different times throughout the year. A well-organized sponsor group that can work within a program's guidelines can make effective use of the employee(s) provided. Employees could be used for:

- Local research or surveys
- Clerical or computer functions
- Administration or operation of projects
- Research studies on traffic safety
- Media liaison/community education program
- School/playground/service club/community liaison.

When applying for these grants:

- Prepare a well-documented application well in advance of deadline
- Ensure that your proposal fits the guideline for the project
- Prepare comprehensive job descriptions for all employees
- Appoint someone to provide training, ongoing supervision and evaluation of employees
- Ensure that you have secured any balance of funding required for the project before you apply.

Ask the following agencies for program particulars:

- Provincial - Local Ministry of Labour office
- Federal - Nearest Employment Development Branch office. Obtain address and some program particulars through your local Canada Employment Centre.

Private Sector

Local industries, merchants, and business people are all potential sources of assistance. Assistance could be in the form of cash, merchandise, equipment, staff or support in administration, and communication.

When approaching the private sector:

- Have a well-prepared proposal clearly defining your requests, expectations, and commitments
- Ensure that the sponsor is appropriate for the nature of the project
- Design appropriate recognition for their involvement
- Keep them informed about the progress of the project (include them in the organization if appropriate)
- Send them an evaluation, formal or informal, of the project with your thank-you letter.

Service Clubs

Service clubs are quite often looking for community projects to either sponsor or assist. By its very nature, a traffic safety project enables these organizations to satisfy their goals to improve their community. Many service clubs have made outstanding local contributions to traffic safety.

These groups may wish to become directly involved in the organization and delivery of a project, or they may have the funds to support it financially. It is usuallly advisable to have a combination where the club provides some of the project manpower as well. The commitment becomes more complete and the club has a better understanding of the project and can assist in promoting it.

When approaching service clubs:

- Have a well-prepared proposal well in advance, with well-defined objectives, expectations, and requests
- Provide constant liaison with the club as to the project's progress
- Submit an evaluation report on expenditures and results
- Give recognition for the service club's involvement.

Local Government

Some local government bodies (municipalities, regional districts, school districts) will provide limited funding, in the form of grants-in-aid, to community groups to assist in offsetting the cost of specific projects. In many instances, however, a cash grant may not be available, but the local government agency might give favourable consideration to providing a community group with the necessary staff support services, meeting room space, photocopying, etc. which would be required for a committee to function effectively.

When approaching local government:

- Ensure that one or more of the members of the board/council are supportive of, and fully briefed on, your project
- Submit a complete and concise written proposal outlining the aims and objectives of the project, estimated cost, amount of funding available from other sources, and the potential social and financial benefit to the community which will result from the completion of the project
- Ensure that the elected officials are aware of the amount of volunteer time and effort that will be provided by your group
- Indicate to the elected officials that you will keep them informed on the progress of the project and that there will be an evaluation done and a report presented to them

- It would also be effective to include a member, or members, of the board/council as a committee representative
- It should also be noted that any support received from a local government body should be acknowledged during the course of the project as well as with the appropriate formal letter of thanks when the project is completed.

Lottery Grants:

In some circumstances, funds are made available to groups to purchase equipment for worthwhile community projects. Up to 50% of the equipment cost can be approved providing groups meet the program criteria.

Possibilities for the program would be:

- Audiovisual equipment for traffic safety education programs
- Traffic safety signs at the entranceway to communities
- Equipment required for a major traffic safety initiative.

For specific details, application forms, or enquiries, contact:

B.C. Lotteries Grant Program
Parliament Buildings
Victoria, B.C.
V8V 1X4
Telephone: (604) 387-5823

When applying for provincial lottery grants:

- Have a well-documented application with balance of funding secured
- Inform your local MLA and any other relevant government members of your application
- Ensure that the money applied for will benefit the whole community.

Fund Raising

Most community groups are very familiar with a variety of fund-raising methods. It is not within the scope of this guide to provide details on the multitude of fund-raising opportunities. Suffice to say that this is certainly one of the major ways of financing traffic safety initiatives. Some examples of fund-raising methods are listed below:

- drive-a-thons
- benefit concerts
- corporate donations
- foundation grants
- raffles
- car washes
- sales
- dances
- tree planting
- courses

When fund raising:

- Choose methods that everyone in your group can live with and support
- Set goals for fund raising
- Organize your campaign well (minimize your risks)
- Advertise your reasons for raising the money.

The contribution of the following groups is gratefully acknowledged as sponsors of some projects listed in this guide:

B.C. Automobile Association
Billy Miner Pub
CKIQ Radio, Kelowna
CKOV Radio, Kelowna
CKPG-TV, Prince George
Houston CARE Committee
Kelowna City Council
Kelowna and District Safety Council
Maple Ridge & Pitt Meadows Municipal Councils
New Westminster Police
Port Alberni Rotary Club
Prince George Carnage Committee
Prince Rupert Traffic Safety Committee
Quesnel Carnage Committee
Terrace R.C.M.P.
Terrace and District Chamber of Commerce
Williams Lake R.C.M.P.
Williams Lake "Take the Car out of Carnage" Committee
Young Drivers of Canada